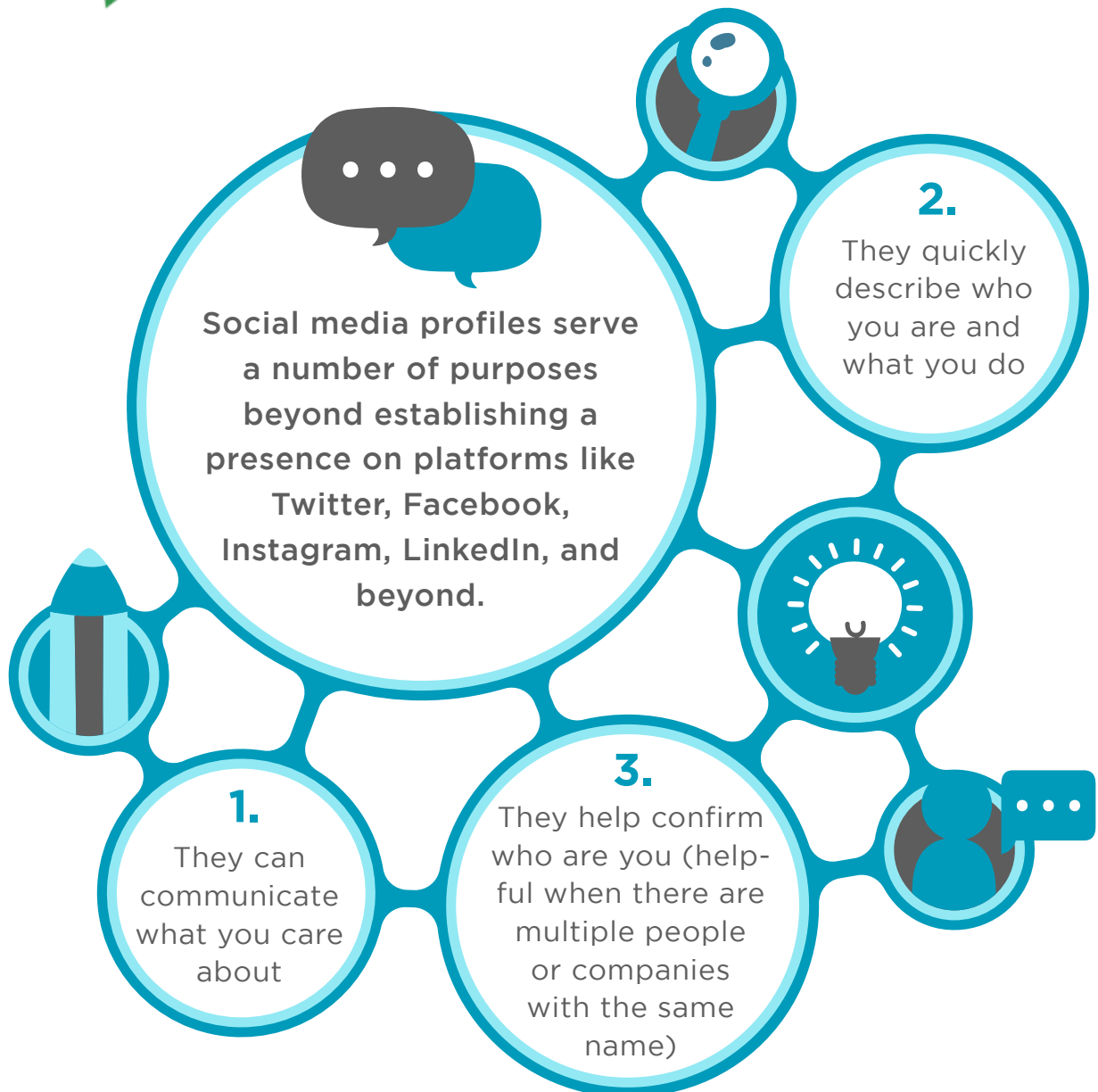


WRITING SOCIAL
MEDIA PROFILES



When you write profiles for your company on social media, you want to accurately describe who you are and what you do, but you should also match the tone of your company's personality.

This means reading the copy already written on your website, within emails, and other types of content to hear the voice of your company.



Q SEARCH



SIGN IN



Awesome t-shirts don't just make themselves.

Cotton Bureau is a curated t-shirt marketplace for designers, communities, and causes. You supply the design and promotion, and we do all the hard stuff: selling, printing, shipping, and customer service. Did we mention it's free?

SELL

OR

SHOP



Cotton Bureau

@cottonbureau

Awesome t-shirts don't just make themselves.

Pittsburgh, PA

cottonbureau.com

Joined December 2012



Cotton Bureau

Apparel & Fashion • Pittsburgh, PENNSYLVANIA • 79 followers



See all 11 employees on LinkedIn →

Follow

See jobs

About us

Cotton Bureau is a curated online community for high-quality graphic design tees, hoodies, and more. You submit the artwork, and we do the selling, printing, shipping, and customer service...so you don't have to.

Recent update

See all

Submit a Design

Money for your gifts now. Money for y...

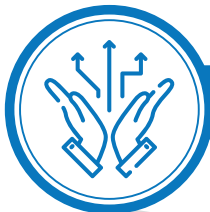


Use Google Analytics to run a Split Test experiment, testing 2 headlines for the same page. See which version generates the most conversions, engagement, or some other result you want to produce.



CONSISTENCY IS ALSO IMPORTANT.

iTry to use the same - or very similar - copy across your multiple profiles. When combined with visual elements like your logo, the copy will help followers find you more easily across social networks.



TAKE ADVANTAGE OF PLATFORM FEATURES.

Twitter and Instagram support use of @mentions, #hashtags, and emojis, so include them in your profile if they help you explain who you are or promote your important cause more easily. Twitter also supports URLs within your profile. LinkedIn provides a text-only field but complements it with other options across the entire page.



About us

Zendesk builds software for better customer relationships. It empowers organizations to improve customer engagement and better understand their customers. Zendesk products are easy to use and implement. They give organizations the flexibility to move quickly, focus on innovation, and scale with their growth.

Recent update

[See all](#)

Three companies, three omnichannel ...
zendesk.com

10 Likes

21h

Company details

Website

<http://www.zendesk.com>

Headquarters

San Francisco, CA

Year founded

2007

Company type

Public Company

Company size

1,001-5,000 employees

Specialties

Help Desks, Customer Support, SaaS, Customer Community, and Customer Service

Featured Groups



Zendesk

Evangelists

2,205 members

COMPANY PROFILE EXAMPLES:

TWITTER



AIRTABLE - @airtable - Organize anything you can imagine. Follow @airtablestatus for status updates.

REV - @rev - <http://Rev.com> (<http://rev.com/>) - Caption and Transcription Services for \$1/min. Serving more than 100k customers worldwide. For support related questions, please tweet @revhelp.

EASTARWARS - @EAStarWars - The official Twitter page for EA Star Wars™ including Star Wars Battlefront™, Star Wars Battlefront II, and Star Wars: Galaxy of Heroes.

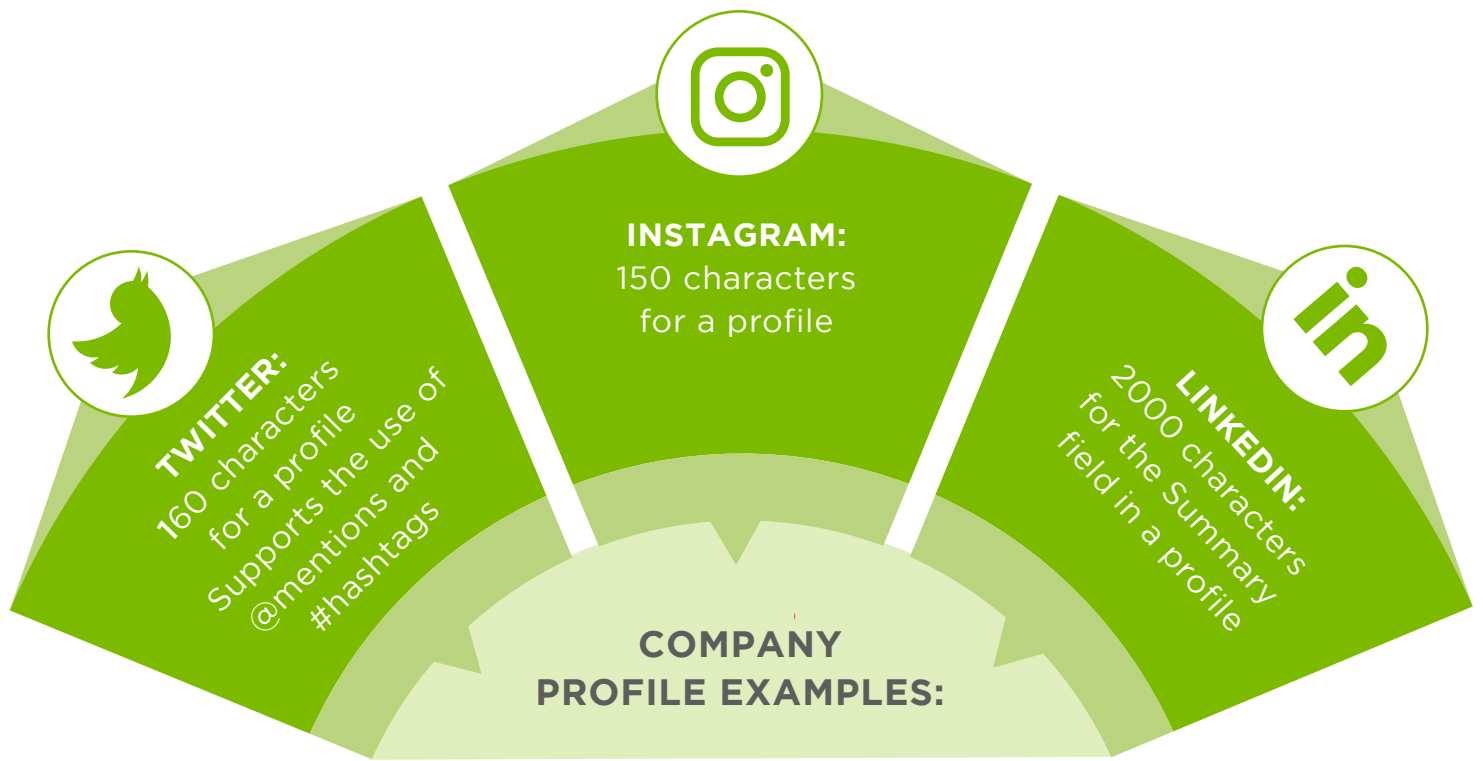
INSTAGRAM



AIRTABLE - @airtable - Organize anything you can imagine. Follow @airtablestatus for status updates.

REV - @rev - <http://Rev.com> (<http://rev.com/>) - Caption and Transcription Services for \$1/min. Serving more than 100k customers worldwide. For support related questions, please tweet @revhelp.

EASTARWARS - @EAStarWars - The official Twitter page for EA Star Wars™ including Star Wars Battlefront™, Star Wars Battlefront II, and Star Wars: Galaxy of Heroes.



**DRAFT/
NOTES**

Be aware that profiles don't have to be the same across all networks as people will use personal profiles for different reasons on different platforms. However, wherever you choose to connect with people, the profiles on those platforms should reflect who you are.

For example, UX expert and speaker Aarron Walter has chosen to use Twitter and LinkedIn to connect with people professionally, so his profiles there mention his professional experience and work.



Aarron Walter

@aarron

VP of Design Education @InVisionapp.
DesignBetter.Co. Started UX practice
@MailChimp. Author of Designing for
Emotion from @abookapart.

📍 Athens, Georgia

🌐 aaronwalter.com

📅 Joined October 2007



Aarron Walter • 1st

VP of Design Education at InVisionApp Inc

InVisionApp Inc • Temple University

Athens, Georgia • 500+ 🧑

Message

More...

I have a long track record of building successful UX teams that ship great products informed by customer research. I am a frequent speaker at conferences around the world. My most recent book, Designing for Emotion published by A Book Apart, has inspired the work of design teams at companies big and small, and its principles have been applied by IBM, Intuit, American Express, The White House, and many others.